

Loss - Are we losing too many members?

Please enter the requested data in the shaded yellow boxes. **Instructions in bold are for PDF file users to calculate manually.**

Last Year's Membership Membership number turned into the UUA last year

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New members in past year Members who joined between the two counts

Members lost in past year

Membership Loss **Start with last year's total membership, add the new members from the months between the two counts, and subtract this year's membership. Please contact growthresources@uua.org for more information.**

Expect the number in the green box to range between 8 and 12%. A common reason for it to be significantly higher is a "clean up" of the church rolls, i.e.: "members" who have not been present for some time and probably should have been taken off the list earlier.

It is useful to break down the number of members lost into categories of why they left, i.e.: moves, deaths, or other reasons. Please enter the requested data into the two yellow boxes below. Note that the total losses cannot be more than the "members lost" above!

Movers Number of members who were removed from membership because they moved away in the past year

Deaths Number of members who were removed from membership because they died in the past year

Other This number represents people still in your area who are no longer members. **To figure this number add last year's membership to the new members joining since then, now subtract from that total this year's membership and the movers and deaths above since last year's count was taken.**

Expect about half of your losses (4-6% of membership) to come from moves. If higher, you can expect your overall rate to be higher. **Figure this by dividing the number of movers by last year's membership.**

Expect about 1-3% of your membership losses to come from deaths, especially if you have an older congregation. **Figure deaths and avoidable by dividing the deaths and "other" by last year's membership, respectively.**

This represents true "avoidable" loss of your congregation. Some loss is inevitable - if yours is more than 2-3% investigate why. One way to do this is through **Exit Interviews**. The most common reason in any one year is a "clean up" of the church rolls, i.e.: "members" who have not been present for some time and probably should have been taken off the list earlier.